



**Pre Conference Workshop FULL DAY  
9:00 AM to 4:30 PM**

## **Compost Marketing - From Waste to Wealth**

This is all-inclusive course on successfully branding, pricing, marketing, selling and distributing your compost while developing and maintaining key relationships through the process. This course is suitable for both beginners and those experts looking to increase their sales. The goal is to empower composters to sell more finished compost through marketing and relationship development.

Students will get an overview of compost sales and marketing from cradle to grave. We will cover various types of composts produced from various feedstocks with various composting technologies. No matter the type of operation the student represents, they will depart the workshop with a broad understanding of methods to successfully market and sell their products.

### **Instructor:**

Ryan Cerrato - Senior VP, Product Sales, Denali

**Fee:** \$445.00 for USCC members, \$495.00 for nonmembers

**Duration:** 9:00 AM to 4:30 PM, with one hour for lunch (on your own)

**Date:** February 2, 2026

**CCOM™/CCP™ PDHs:** 7

### **Agenda**

- Market Identification
- Operations & Equipment and How They Relate to Sales
- Working with Sub-Contractors
- Marketing, Branding, and Social Media
- Compost Applications & Finding the Need
- The Sales Process

### **About the Instructor**

**Ryan Cerrato** currently serves as the Vice President of Product Marketing for WeCare Denali where he oversees all of the company's Product Sales and Marketing related activities and staff. Mr. Cerrato started with Denali as Director and was responsible for the development and execution of marketing plans, sales plans, and overall business development-related activities as it pertains to WeCare branded products, including WeCare Compost, WeCare Roofmix, and WeCare Engineered Soils. Mr. Cerrato currently resides in Garnet Valley, PA.